RFP 600-11-601

Alternative and Renewable Fuel and Vehicle Technology Program

Outreach and Marketing Program

Questions and Answers

REVISED April 6, 2012

BIDDER SPECIFIC

Q1: Is "bidder" the same thing as the prime or proposal submitter? Could a bidder be more than one agency or does it mean a single entity?

A1: The single entity applying to be the Prime Contractor is the Bidder. The Contractor Team can be composed of a Prime Contractor and Subcontractors.

Q2: Is the bidder a single organization or a team of companies and individuals pulled together for the purpose of the bid?

A2: The Bidder is a single entity who is seeking to perform as the Prime Contractor. A Bidder may propose to perform the contract by itself or it may propose to use a team of companies. The additional companies are "subcontractors" under the agreement. "Bidder" is also referred to as the Prime Contractor or Contractor.

The awarded contract resulting from this solicitation will be between the Prime Contractor and the California Energy Commission. The Prime Contractor will be responsible for all contract duties; which include but are not limited to, all administrative duties, completing all tasks and deliverables, assigning work to subcontractors, managing subcontractors, and adhering to the terms and conditions.

Q3: If a combined entity, can any one of the team act a prime, or are there some specific criteria beyond that?

A3: The Bidder is a single entity, but can submit a proposal/bid that includes a team of companies, where the Bidder would be the prime contractor, the additional companies would be defined as "subcontractors" and the Bidder would be responsible for the work of the subcontractors.

Q4: If various team members on the bid (assuming the combined entity above) provide the experience as a group that meet the minimum qualifications (but not each individually), does that meet the criteria?

A4: No, the Bidder (a single entity) must meet all of the minimum qualifications.

Q5: If a bidder proposes a different strategy, based in research and market experience (e.g., earned media not paid media), do the minimum qualifications change?

A5: Minimum qualifications do not change.

Q6: Will there be a bidder's workshop? If one has not been planned, can it be scheduled?

A6: A bidder's workshop will not be held for this RFP.

TARGET AUDIENCES

To gain a clearer understanding on the Program's primary target audience, potential applicants are encouraged to review the current draft and previously approved investment plans along with current solicitations and past awards.

Q*8:** Please define what is meant by independent vehicle operators in California. Does CEC mean all motorists or do you mean individuals such as taxi cab drivers, ice cream truck operators? Please clarify.***

A8: The target audiences referred to as "independent vehicle operators in California" are independent vehicle owner-operators in California that are relevant to the purpose of the Program.

An example of an independent vehicle owner-operator might include a truck driver that owns and operates his/her own truck and contracts for loads. Rather than a truck driver that operates a company owned truck as an employee of a fleet owner.

Q9: Is this campaign intended to reach consumers of alternative fuel vehicles in any capacity or just commercial operators/fleets?

***Q*9:** Does the target audience also include general public/consumers or more targeted to the fleet vehicles for the highest impact?

***Q*9:** Will we distinguish between public and private fleets? For example, a police or fire fleet might have different constraints than Fed Ex.

A9: The target audience includes commercial and public fleets and independent vehicle operators, as described above. Priorities among the target audience(s) are as established in the annual investment plan. See page 5 of 35 under Agreement Goals:

"The Program's outreach and marketing effort must serve to familiarize commercial and public fleet owners/managers and independent vehicle operators with the currently available alternative fuels and advanced vehicle technologies."

The Energy Commission acknowledges that the Program's target audience(s) will have diverse transportation needs and expects the successful bidder to respond to and address these differences.

Q10: Are there "secondary" audiences, or will research and a campaign to the primary audiences suffice? (The RFP only refers to "primary" target audience).

A10: Limited funds and a broad and diverse market require a focused initial outreach and marketing effort.

The Energy Commission will consider recommendations on secondary audiences to be addressed, if the secondary audience is identified during the research phase of this effort and if funds remain available after the development and implementation of a comprehensive research-based outreach and marketing campaign targeting the primary audience and the development and implementation of the regional campaigns.

***Q*11:** Does an independent vehicle operator (IVO) count as an IVO regardless of whether the vehicle is used for private or business purposes?

Q11: Page 4 states that the primary audience of the program are fleet owners/managers and independent vehicle operators. As it relates to scope of work and budget, do you have a percentage split in mind for what would target these industry groups/members and what would be allocated to the vehicle consumers?

A11: No. Independent vehicle operators must use vehicles for commercial purposes. Individual non-commercial vehicle consumers are not the primary target audience. See page 5 of the Request For Proposals under Agreement Goals:

"The Program's outreach and marketing effort must serve to familiarize commercial and public fleet owners/managers and independent vehicle operators with the currently available alternative fuels and advanced vehicle technologies…"

Specific dollar/effort amounts allocated to each element of the campaign will be informed by the research component, and authorized through Work Authorizations.

Q12: (From page 4 on target audiences) What is CEC's definition of fleet owners/managers?

Q12: For the purposes of identifying fleet owners and managers and IVOs for the market research, does the Energy Commission have lists that we could have access to, which include contact names and email addresses at the fleets? Or will we need to purchase samples?

A12: Fleet owner/managers own or manage a group of vehicles for a business, organization, or government agency. Fleet sizes can vary widely from just a few vehicles to hundreds or thousands of vehicles.

Examples might include: vehicles owned or managed for federal, state, and local government agencies; regional transit companies; goods movement and freight hauling companies; package delivery companies; waste hauling companies; farm, agricultural and food processing companies; construction firms; shuttle companies; taxi fleets; rental car fleets; utilities; and others.

The Commission does not have lists of fleets specific to the purposes of this RFP. The Energy Commission looks to the Bidders to utilize their expertise and experience to recommend strategies, creative solutions, and originality to develop and implement a comprehensive research-based campaign that is responsive to the diverse and evolving advanced transportation market.

Q13: Can you please provide more information about what constitutes a fleet owner/manager? We expect this includes cars and trucks, but what about cab companies, insurance companies or others that have field agents driving company cars? CA DOT? Rental car companies?

A13: Fleet owner/managers own or manage a group of vehicles for a business, organization, or government agency. Examples might include: vehicles owned or managed for federal, state, and local government agencies; regional transit companies; goods movement companies; waste companies; shuttle companies; package delivery companies; utilities: and others.

Potential applicants should see page 4 of 35 under Background:
Annual Investment Plan
"...and adopt an annual investment plan or update for the Alternative and Renewable Fuel and Vehicle Technology Program that establishes funding priorities and describes how Program funding will be used. "

Q14: Please clarify. If the answer is general population, can we assume that the CEC will look to the bidder to make recommendations on narrowing down that target or does the CEC have population priorities in mind?

A14: The target audiences referred to as "independent vehicle operators in California" are independent *commercial* vehicle owner-operators in California that are relevant to the purpose of the Program, such as moving vans, truck drivers, and haulers. Taxi cab drivers and ice cream truck drivers may be either fleets or independent vehicle operators, depending on the specific business relationships between the driver and the vehicle owner. Priorities among the audiences are as established in the annual investment plan.

***Q*15:** What is the minimum number that defines a "fleet"?

A15: More than one vehicle owned or operated by a single commercial or public entity.

ALTERNATIVE FUELS AND VEHICLES FOCUS

Q16: (Page 5) What specific types of alternative fuels and advanced technologies does CEC want to increase target awareness of? Is there a priority among them?

***Q*16:** Page 1 states "…advance the transition of the transportation fuels market to non-petroleum, lower-carbon, clean alternative fuels and advanced vehicle technologies." Do the low carbon fuels include ultra-low sulfur diesel, propane, LPG and biodiesel? Do the vehicle technologies include plug-in hybrids and electric-assist heavy duty vehicles, such as bucket trucks?

A16: The Energy Commission funds projects that support the development and deployment of innovative transportation technologies, to transform California's transportation market to one comprised of a diverse portfolio of alternative fuels and advance vehicle technologies.

The types of alternative fuels and advanced vehicle technologies, and the priorities among them, are described and discussed in the annual investment plan.

Diesel – NO *Propane – YES* *Biodiesel – YES*

PHEV – YES *Auxiliary Power Unit battery assist - YES*

***Q*17:** What amount of the contract value does the CEC expect to be put toward media buys or is that up to the discretion of the bidder?

A17: The Energy Commission looks to the Bidders to utilize their expertise and experience to recommend strategies, creative solutions, and originality to develop and implement a comprehensive research-based campaign that is responsive to the diverse and evolving advanced transportation market. Specific dollar amounts for media buys will be informed by the research component and authorized through Work Authorizations.

SOCIAL MARKETING/ADVERTISING AGENCY

Q18: How are you defining "social marketing and advertising agency," exactly?

A18: A social marketing and advertising agency (or firm) is an agency or firm whose primary mission and services are specific to social marketing, advertising, and outreach to achieve specific behavioral goals for a social good. Services may include but are not limited to, market research, message development, branding, and media production and buying.

TERMS AND CONDITIONS

Q19: On the last page of the RFP (page 35 of 35), in the section titled "Contract Amendment", it states that certain changes will be permitted to the contract. However, on the preceding page (9th bullet from top), it states that a proposal can be rejected if "The Bidder does not agree to the terms and conditions as attached to the solicitation..." Can you please clarify if the General Terms and Condition (Exhibit C) and the Special Terms and Conditions (Exhibit D) are negotiable?

A19: The Terms and Conditions are not negotiable.

PRIOR EFFORTS AND ENERGY COMMISSION ORGANIZATION

Q20: Has there been any quantitative market research to characterize/profile the primary audience?

A20: No. The Energy Commission looks to the Bidder to utilize its expertise and experience to recommend strategies, creative solutions, and originality to develop and implement a comprehensive research-based campaign that is responsive to the diverse and evolving advanced transportation market.

Q21: Who are your main spokespeople?

A21: The Energy Commission handles media and public relations inquiries through its Media Office. The Energy Commission and the Program have many spokespersons, multiple Commissioners, division leadership, and fuel and vehicle technology leads that will serve as spokespersons for the Program in the General Campaign. The Regional Campaigns may identify leaders and technology experts specific to their regions.

Q22: On page 18, Section 2.D.1. It states "describe recently completed work as it relates to this scope." How is this different than 2.F? Are you simply looking for a general overview and summary for 2.D.1.?

A22: 2.D.1 should relate to the Primary Bidder's Experience and Qualifications, describing previous experience delivering services/tasks similar to those required in this RFP, in narrative form.

2.F should provide detailed examples of specific campaigns inclusive of creatives.

Q23: What primary challenges has the CEC encountered during the past few years surrounding increasing awareness and changing behavior (adoption of advanced vehicle technologies)?

A23: Examples of the challenges our industry stakeholders have communicated to us throughout the Program's implementation have included, but are not limited to the following concerns:

- Fuel and technology reliability
- Cost of purchase
- Fueling infrastructure availability or limits
- Which fuel or technology will meet their business needs
- Cost of charging/fueling

***Q24*:** What PR/marketing and outreach firm(s) is CEC currently working with or what a firm has CEC worked with in the past?

A24: The Energy Commission has not worked with a firm for outreach and marketing under the ARFVT Program. The Energy Commission is working or has worked with several firms on our New Solar Homes Partnership Campaign, the Flex Your Power Campaign, Energy Upgrade California, and Appliance Efficiency Program, and Building Standards Campaign in the past. A sampling of those companies include:

MIG ProPROSE Edelman Wallrich Landi Barcellona

Q25: Is the CEC using prior marketing research reports measuring current market penetration and projected adoption rates? May we have access to any primary research you have conducted on these audiences and the ARFVT program? (or stated sources if using secondary research)

A25: No. The outreach and marketing campaign funded through this RFP will represent the initial effort to research, develop, and implement a professional outreach and marketing campaign.

Q26: Who will we be reporting to if we are the winning bidder? Will we be reporting to the CEC AB 118 Investment Plan Advisory Committee?

A26: The Contractor will report to the Energy Commission.

Q27: What is the name of the CEC day-to-day project manager who will oversee the marketing contract?

A27: The Energy Commission project manager will be assigned when the contract is awarded.

Q28: May we have access to a copy of CEC's most recent marketing plan for reaching out to these audiences, in particular any information not already included within the Reference Documents noted on Page 3 of the RFP?

A28: The outreach and marketing campaign funded through this RFP will represent the initial effort to research, develop, and implement a professional outreach and marketing campaign.

Q29: How will the day-to-day Commission contract manager interact with the Commission's own Media and Public Communications Office? What role will that office be expected to play in the review of marketing materials and strategy?

A29: Energy Commission staff assigned to manage the Program's Outreach and Marketing Contract will handle internal coordination with the Energy Commission's Media and Public Communications Office.

Q30: Which Commissioner or Commission Committee will have oversight responsibility for the marketing campaign?

A30: Energy Commission staff assigned to manage the Program's Outreach and Marketing Contract will be responsible for reporting to and coordinating internal oversight with the Energy Commissioner(s).

***Q31*:** Has the CEC identified specific companies or public sector agencies that it feels exemplify the goals of the CEC outreach campaign? In other words, entities that model the end result the CEC is seeking through this contract? If so, who are they?

A31: No specific companies or agencies have been identified.

Q32: Is this a new procurement or has the CEC conducted this marketing program before? If this is not a new procurement, who has the CEC worked with before to help market this program?

A32: The outreach and marketing campaign funded through this RFP will represent the initial effort to research, develop, and implement a professional outreach and marketing campaign.

GOALS OF AGREEMENT

***Q33*:** On page 5 under goals of the Agreement, one of the goals listed is "accelerate market acceptance and adoption of advance vehicle technologies." How does CEC plan to measure / evaluate this goal? Will this be something that can be discussed upon award of the contract?

A33: The Energy Commission looks to the Bidder to utilize its expertise and experience to recommend strategies, metrics and key performance indicators to measure the effectiveness of their recommended campaign to increase market acceptance and adoption of alternative fuels and vehicles.

See pages:
- 14 of 35 under Task 6 – Outreach Outcomes Tracking and Analysis and Agreement Goals
- 17-18 of 35 under Proposal Narrative

Q34: (From page 5, under goals) With regards to the phrase "accelerate market acceptance and adoption", what current or preexisting benchmark is this based upon?

A34: The Energy Commission looks to the Bidder to utilize its expertise and experience to recommend strategies, metrics and key performance indicators to measure the effectiveness of their recommended campaign in increasing market acceptance and adoption of alternative fuels and vehicles.

Examples of available benchmarks that are applicable to the Program's goals and target audiences might include:
- Historical commercial fleet sale of conventional fuels and new vehicle technologies
- Historical commercial fleet sales of alternative fuels and new vehicle technologies

Q35: In general, what does success look like?

A35: Attainment of the goals described on page 5 of the RFP under Agreement Goals.

REGIONAL MARKETING CAMPAIGNS

Q36: Is there interest in developing partnerships or strategic opportunities with the Ports (namely Los Angeles, Long Beach and Oakland)?

***Q36*:** Is there any interest in outreach to municipalities and cities, beyond though those that are part of the Clean Cities Coalition? If so, what would the CEC consider as the priority?

A36: Yes. The number of and specific regions to be approved for Regional Marketing Campaigns will be informed by the research component and quantified by the level of Program funds available and regional leverage or match. Ports and/or municipalities could be important aspects of a Regional Marketing Campaign.

Regions to be approved for funding must have a regionally-funded and focused outreach and marketing plan, with activities that are consistent with the Program's Investment Plan, aligned with the Program's outreach and marketing goals and available funds.

Q37: For the regional marketing campaigns, how many plans is CEC expecting? There is reference to obtaining input from regional outreach collaboration meetings - how often are these held? Who attends these?

A37: The number of Regional Marketing Campaigns to be developed and executed will be informed by the research component and quantified by the level of Program funds available and regional leverage or match. The Energy Commission anticipates funding some level of effort in 5 to 9 regions. At least one meeting per region will be required to determine those with regionally-funded and focused outreach and marketing plans, with activities that are consistent with the Program's Investment Plan, aligned with the Program's outreach and marketing goals and available funds.

The Contractor will assist the Energy Commission in identifying key stakeholders for each approved regional campaign. See Page 12 of the RFP under Task 3.2.

Q38: What percent of the budget does CEC want to have focused on the general campaign vs. the regional campaign(s)?

A38: The first priority to be funded must be the research task. The second priority is development of a general outreach and marketing plan based on the research. The third priority is development of the foundational elements of the general outreach and marketing plan, such as branding, messaging, and materials as informed by the research and determined by the outreach and marketing plan.

It is only after the first three development priorities have been completed that the Program will be ready to partner on regional outreach and marketing efforts. However, the Commission does not have specific percentage of effort or funding in mind for each, and will look to the Bidder to utilize its expertise and experience to recommend and allocate sufficient funding and effort to address the priorities and complete each task.

Q39: How does the program define "regional" - are there defined California regions for the purpose of this project?

A39: No, there are no defined California regions for the purpose of this RFP. Regions for purpose of this RFP can align around air districts, air basin, goods movement routes, counties, supply chains, etc.

The number of and specific regions to be approved for Regional Marketing Campaigns will be informed by the research component, quantified by the level of Program funds available and regional leverage or match and authorized through Work Authorizations.

Q40: Would the Commission consider piloting efforts in select markets vs. implementing the same activities in all regions?

A40: Within the constraints of the available funding, the Energy Commission envisions both a general campaign (statewide applicability) and regional campaigns (regionally focused) to be developed and implemented. The number and specifics of each will be informed by the research component and quantified by the level of Program funds available.

The Energy Commission expects the Regional campaign(s) to be tailored to each region's specific alternative fuel and vehicle focus and to be consistent with their regionally-funded outreach and marketing plan, with activities that are consistent with the Program's Investment Plan, and aligned with the Program's outreach and marketing goals and available funds.

CLIENT REFERENCE LETTERS

Q41: Can we include more than three reference letters? Must references be only from the prime?

A41: Additional client reference letters and client reference letters from subcontractors will not receive consideration.

Q42: (Regarding G. Client Reference Letters) May subcontractors also include client reference letters? (in addition to the required letters of reference for prime contractor?)

A42: Client reference letters from subcontractors will not receive consideration.

Q43: On page 19 of 35 of the RFP, three client reference letters are requested. May more than 3 reference letters be provided, such as 3 for prime and 1 for subcontractors?

A43: Only three reference letters from the bidder will be considered. Client reference letters from subcontractors will not receive consideration.

Q44: On page 19 of 35 of the RFP, client reference letters are requested from "previous clients." Can letters be from current clients under contract or do they need to be off of our current client roster to qualify?

A44: Reference letters from current clients are acceptable.

Q45: On page 19 of 35, G. Client Reference Letters, the fifth bullet point, "likelihood they would contract with the bidder again." Since the state procurement vehicle is the competitive bid process, state clients are unable to say whether they would contract again with a specific contractor. It would depend on the outcome of the bidding process. How do we address your requirement with state agencies? May we document the number of state clients who have extended our contracts when possible?

A45: Bidders with state clients should have the client specify whether they would give a positive or negative review of the bidder's work. To clarify, we are not suggesting that the prior client award a contract outside the State's competitive process. We are asking the prior client to provide their opinion about whether they would they be interested in contracting with the bidder again.

Q46: *Are client reference letters required for subcontractors?*

A46: No.

WORK AUTHORIZATIONS

Q47: On page 6, it states that this is a work authorization contract. Please confirm that work authorizations will only be set up per task, not per activity within each task?

A47: Work Authorizations may be set up per task or per activity within a task or for multiple tasks, depending on the needs of the Commission.

GOVERNMENT AGENCIES

Q48: For the examples provided in Section 2.F. can they only be for government agencies? If two examples for government agencies are given, can additional examples for non-government agencies, but related work be provided?

Q48: In your RFP you state the following: "Provide a minimum of two examples of prior outreach and marketing campaigns that the Bidder developed and implemented for government programs." Does the Commission wish to see examples of statewide outreach and marketing campaigns that have been done with non-governmental organizations, in addition to those with state government organizations? Will you accept case studies here that are not government work but that demonstrate a high level of experience and expertise in relevant outreach and marketing campaigns?

A48: Examples provided in 2.F should only represent campaigns that the Primary Bidder developed and implemented for government programs. Additional examples for non-government agencies will not be considered by the scoring committee.

Examples of campaigns for Non-governmental organizations will not be considered by the scoring committee.

DISABLED VETERAN BUSINESS ENTERPRISE (DVBE)

Q49: If a subcontractor is being used as a DVBE, can we also count that same subcontractor as a small business?

A49: Yes, if the subcontractor meets the requirements for both DVBE and State of California certified small business.

Q50: Do you have to be a Disabled Veteran enterprise if you meet all other criteria?

A50: DVBE requirements are stated on Page 32 of the RFP (DISABLED VETERAN BUSINESS ENTERPRISES (DVBE) COMPLIANCE REQUIREMENTS). DVBE participation of 3% is mandatory, and can occur through either the prime or a subcontractor, as discussed in greater detail in Attachments 3.1 and 3.2 of the RFP.

BUDGET FORMS

Q51: On the budget forms, it states to list the time intervals from the start of the project through the Contract Term End Date, but then states use your organization's Fiscal Year start / end dates. Which is it?

A51: Both, the Bidder should include rates through the end of the contract, and specify those rates by the organization's Fiscal Year. For example, if your organization's fiscal year is Jan 1 through Dec 31st but the contract would start July 1, 2012 and end March 31, 2014 your time intervals would look as follows: July 1, 2012- Dec 31, 2012; Jan 1, 2013- Dec 31, 2013; Jan 1, 2014- March 31, 2014

Q52: Regarding the budget documents, on attachment B-3 - For the Loaded Rate Calculation, is our profit limited to 10% as noted on the form? Or is that simply an example provided for the purposes of demonstrating the calculation?

A52: Profit is not limited to 10%. The 10% is provided as an example for purposes of demonstrating the calculation.

Q53: Regarding attachment B-1, Prime Labor Rates, item #5 - if we do submit multiple rate card forms showing increased rates by fiscal year, which set of rates will be used in the Cost Formula calculation noted on page 28 of the RFP?

A53: The rates listed in Attachment B-3, Loaded Labor Rates, will be used to calculate the Cost Formula.

Q54: Regarding the submission of the budget forms, what version of Excel would you like?

A54: Microsoft Office Excel 2007

Q55: On page 28 and 29 of the RFP and on Attachment B-3, it states that bidders can charge an hourly loaded rate. However, on Attachment B-1 and supplemental attachments it states "actual billable rates cannot exceed the maximum rates identified in this attachment." Please clarify that bidders can charge hourly loaded rates and that these rates will be higher than the unloaded rates requested on Attachment B-1, for example.

A55: ~~**Bidders can charge for unloaded hourly rates up to the amount listed in Attachment B-1. Bidders cannot bill for rates higher than these unloaded rates. The loaded rates required in Attachment B-3 are solely for the purpose of evaluating the proposal.**~~
The Contractor can bill for both unloaded rates and non-labor rates, but will be required to breakout the costs of labor into unloaded hourly rates and non-labor rates (e.g., fringe, overhead, profit), as required in the terms and conditions. The unloaded rates added to the non-labor rates (e.g., $100 + 20%($100), where the fringe benefit is 20% of labor costs) should be equal to the loaded rate. The actual billable unloaded rates cannot exceed the unloaded rates listed in Attachment B-1. The actual billable non-labor rates cannot exceed the percentages listed in Attachment B-2. Attachment B-3 is used only to evaluate the proposal and will not be incorporated into the contract.

Q56: On attachment B-3, it states that for invoices, the contractor must "invoice with detailed break-out information." Please clarify what this means. Does this mean for every invoice, CEC is expecting to see unloaded, fringe, indirect expenses per person?

A56: Please see attachment 6, pages 4-5, for invoicing requirements.

Q57: In Attachment 7, on Page 3 of 5 in Exhibit B, Att B-2, we see that the prime contractor cannot markup subcontractor invoices. Is there a distinction between a subcontractor and a vendor?

A57: For purposes of this rule, no.

Q58: In attachment 7, exhibit B, instructions II 6, we are asked to identify the total hours to be worked by each person. There is no place on exhibit B to disclose this information. We are also asked to provide a percentage of time for each employee under item E 4 on page 18 of the RFP for the prime and subcontractors. How are these two requests related? Please clarify how you want the estimated hours and/or percentage of time disclosed.

A58: On the Budget Forms, Bidders do not need to disclose the total hours to be worked for each person, as this will be determined through Work Authorizations. An Addendum will correct this oversight in the instructions.

For section E.4., Bidders should disclose the approximate percentage of time that each individual is expected to work on the project. For purpose of this RFP, percentage of time relates to the percentage of the total time each individual will work on the contract that will be allotted to each activity or task.

Q59: Please confirm that fringe benefits include all costs associated with an employee, such as payroll taxes, medical and worker's compensation insurance, vacation, holidays and profit sharing.

A59: Bidder should specify what they include in their fringe benefits on the budget sheet. The listed items are consistent with what past bidders have included for fringe benefits.

Q60: Attachment B-2 instruction 3 asks us to identify the maximum percentage for each non-labor rate category. The fringe benefit % for each of our employees will vary because certain costs, such as medical premiums are fixed dollar amounts so they do not vary on a pro-rata percentage basis. Also, we do not charge the same percentage for indirect overhead, general & administrative or profit to each employee or category. On attachment B-3, we are asked to calculate the loaded rate for each category of employee. Just to clarify, may we use differing percentages for each classification/title as long as they do not exceed the maximum percentage we disclose on attachment B-2?

A60: Yes

Q61: Attachment 7, Attachment B-1 a-z, labor rates for each subcontractor, allows for 26 subcontractors. If we have only 3 subcontractors, do we only include 3 sheets or do you want all 26 sheets returned? The same question applies for Attachment 7, Attachment B-2 a-z.

A61: A bidder only has to include as many sheets as it completes, in this case, one for each subcontractor would be a total of (3).

Q62: *Can the researcher be considered a vendor? If so, may the prime contractor mark up the researcher invoices?*

A62: No.

CONFLICTS OF INTEREST

Q63: If a sub or a prime is currently receiving AB 118 project funds are they eligible to bid on the marketing and outreach campaign?

A63: Yes, as long as the proposed work does not present a conflict of interest (e.g., where a sub or prime proposes to market and advertise its own products over the products of competitors). In addition, if the proposed bidder or subcontractor has, in its previous or current work for the Commission, proposed or recommended activities incorporated into the Scope of Work for this RFP, then they may be ineligible to bid under Public Contract Code 10365.5.

Conflicts of interest will be addressed on a case-by-case basis. A conflict of interest is ground for rejection from this RFP. Please refer to Attachment 6, pages 25-26, for further information on conflicts of interest.

REPORTING

Q64: Regarding the annual and final reports -- in what format is the final deliverable other than a "reproducible, original" as noted on page 5? Is a PDF also needed? File on CD?

A64: As stated on pages 5 and 6 of the RFP, Contractor will submit an original (paper) copy as well as an electronic copy of reports. The electronic copy must be delivered on CD, memory stick, or as otherwise specified by the CCM in a Microsoft word version, and documents intended to be publicly distributed shall also be in a PDF format.

Q65: Is there a specific timeline for which you expect the firm to track and report on the efficiency of the program? If there are specific reporting milestones please indicate them.

A65: The Contractor will not be required to track and report on the efficiency of the Program. The Contractor will be required to track, analyze, and report on the efficiency of the Outreach and Marketing Campaign's effectiveness during implementation of each element of the campaign and throughout the term of the agreement.

Reporting requirements are discussed on pages 7-9 of the RFP (monthly, annual, and final reports) and on pages 14-15 of the RFP (meeting reports and quarterly evaluation reports). Specific deadlines for reports will be determined through Work Authorizations.

FILE/PROPOSAL FORMATS

Q66: Is there a page limit to section 2, item D (bidders' and principals' relevant experience)? If so, what is that limit?

A66: Each resume must be no more than 2 pages. No other page limits apply to this section.

Q67: If only an electronic version of creative samples exists, are electronic copies sufficient, or are hard copies mandatory for all creative samples? For instance, if a creative sample includes a brochure could a bidder simply include a PDF version within the proposal or must they include an actual produced/printed piece?

A67: Bidders can opt to submit only electronic copies of creative samples.

Q68: For the proposal format, should bidders print on the front and back sides of pages?

A68: Yes, as discussed on page 16 of the RFP.

Q69: Regarding our RFP proposal submission format - does it need to follow the CEC Format/Reporting Requirements noted on page 5 of the RFP? Or do those report requirements only pertain to us once we are in contract with CEC?

A69: The reporting requirements on page 5 of the RFP only pertain to the contract. The proposal format is on page 16 of the RFP.

Q70: On page 17 of 35, section 2, Technical and Cost Proposal, several items require set page counts. When asking for 10 pages, does this mean 10 sheets of paper or 5 sheets, front and back?

A70: A 10-page or less limit refers to 5 sheets of paper, printed on each side.

Q71: On page 18 of 35 of the RFP, items B and C require an estimate of the cost for the activity or task of that particular section. Since we are limited to the number of pages for those sections, do you want just a total or do you want details? If you need detail, can we provide it in an addendum and is there a certain format for presentation of that information?

A71: The Outreach and Marketing Plan (B) must at a minimum include estimated timelines and costs per Task. The Research Plan (C) must include estimated costs per research activity and estimated timelines. The information should be presented as an element of the proposed plan, and is included in the page limits.

Q72: In section 2, item F the RFP notes a two-page limit for the narrative. Is there a page limit for this overall section?

A72: No.

Q73: For Section 2 of the proposal requirements, items B&C, are the timelines and estimated costs included within the page limitation or should they be included within an appendix?

A73: Timelines and estimated costs are included within the page limitation.

Q74: For Section 2F Examples and Narratives of Previous Work Products must sample campaign materials, messages, media pieces, etc. be included within the two page narrative or can they be in addition to the two page narrative? For example, can a bidder follow up its narrative with additional pages showing graphics and samples of creative artwork?

A74: The required examples (samples) are not counted as a part of the narrative two-page limit.

Q75: Will the commission accept file formats other than Microsoft Word and Microsoft Excel for work samples and other items showcasing the bidder's experience and ideas? For example, would PDF and video files be accepted?

A75: Materials submitted in PDF and video files will be considered.

Q76: Because of the limited page requirement for the Proposed Outreach and Marketing Plan, page 18 of 35, Section 2, Item B, may we attach the detailed information in an appendices at the end of our proposal? For example, if the Public Relations plan requires additional detail to sufficiently convey all activities, is it also possible to include the detail in Appendix A?

A76: No. The entire Proposed Outreach and Marketing Plan must be detailed in 10 pages or less. However, research used in developing the plan may be attached as appendices.

Q77: In Section 2, Item F, page 19 of 35, #3, "Descriptions and samples of the metrics and methodologies used to measure and report campaign results," the sample packaging instructions state, ³Samples of marketing materials, advertising messages, media pieces, and results tracking methodology must be provided in electronic format (flash drive, CD, or DVD) with one hard copy of the creative samples.² Does this mean we do not include a hard copy of the results tracking methodology? Does it mean we include it on the disk as a PDF? Or should we include this in the narrative in the proposal and only the work samples in electronic format as described above?

A77: Responsive Bidders will include results tracking methodology in electronic format and include a description in the narrative.

ARFVT INVESTMENT PLAN

Q78: Can you give me a list of the 17 projects funded by the Alternative and Renewable Fuel and Vehicle Technology Fund as mentioned in CEC's 2012-2013 Investment Plan for Alternative and Renewable Fuel and Vehicle Technology Program (Staff Draft January, 2012 page 17)? If possible can you include recipient organizations, their funded amounts, and any and all survey data resulting from their implementation of said projects?

Q78: Can you give me a list of the eight projects funded by the Alternative and Renewable Fuel and Vehicle Technology Fund as mentioned in CEC's 2012-2013 Investment Plan for Alternative and Renewable Fuel and Vehicle Technology Program (Staff Draft January, 2012 page 30)? If possible can you include recipient organizations, their funded amounts, and any and all survey data resulting from their implementation of said projects?

A78: Information on the projects funded by the Program can be accessed on the Energy Commission website under the Program's DRIVE webpage.

http://www.energy.ca.gov/drive/projects/

Bidders may also find the information sought in the Program's 2011 Benefits Report and the 2011 Integrated Energy Policy Report (IEPR). The links are provided below:

http://www.energy.ca.gov/2011_energypolicy/documents/2011-12-19_workshop/2011-12-19_benefits_report.pdf

http://www.energy.ca.gov/2011publications/CEC-100-2011-001/CEC-100-2011-001-CMF.pdf

Q79: How many investment plans will need to be updated and how often?

A79: There is only one investment plan for the ARFVT Program, which is updated annually. The draft update is released in January, and the final plan is adopted around May. The Contractor will not be expected to update any Investment Plans. Program staff and the Advisory Committee are responsible for drafting and/or updating the Investment Plan.

The Contractor will be required to update the Outreach and Marketing Plan to remain consistent with the goals and funding priorities established in new or updated Investment Plans.

MISCELLANEOUS

Q80: Is there an incumbent firm for this project?

A80: No. The outreach and marketing campaign funded through this RFP will represent the initial effort to research, develop, and implement a professional outreach and marketing campaign.

Q81: On page 11 where it says "The Contractor shall program website content recommendations and development support." Does this mean that we need to procure a web master? Someone that can implement and make edits to the web pages throughout the contract?

A81: No. "Program" refers to the ARFVT Program. The Contractor is expected to provide recommendations on the content and development of the website for the ARFVT Program. A webmaster or computer programmer is not required, as any changes to the website will be performed by the Commission.

Q82: Is this a "low bid" contract?

A82: No, this is a "highest points" contract (see page 2 of the RFP).

Q83: Is there a state map or website where the fueling infrastructure is depicted, diagrammed or characterized?

A83: Information on the fueling infrastructure projects funded by the Program can be accessed on the Energy Commission website under the Program's DRIVE webpage.

http://www.energy.ca.gov/drive/projects/

In addition, the US Department of Energy Alternative Fuels and Advanced Vehicles Data Center website provides a fueling station locator and overviews of alternative fuels.

http://www.afdc.energy.gov/afdc/fuels/index.html

Q84: We've noticed some discrepancies between the target audiences and goals of this marketing and outreach campaign as stated in the Investment Plans vs. as stated in the RFP. Please clarify to which our proposal should respond.

A84: The proposal should respond to the RFP.

Q85: In your RFP you state the following: "Provide a minimum of two examples of prior outreach and marketing campaigns that the Bidder developed and implemented for government programs." Does the Commission wish to see examples of statewide outreach and marketing campaigns that have been done with non-governmental organizations, in addition to those with state government organizations? Will you accept case studies here that are not government work but that demonstrate a high level of experience and expertise in relevant outreach and marketing campaigns?

A85: Examples of campaigns for Non-governmental organizations will not be considered by the scoring committee.

Q86: Can a subcontractor be on more than one team? For example, if a firm provides media buying services, can they be a subcontractor to two different principle PR firms?

A86: Yes.

Q87: Will any matching funds lower the contract award amount?

A87: No.

Q88: On page 18 of the proposal, Section E, number 4, you ask for a level of effort by percentage for each task in the SOW. Do you mean the main tasks identified (Task 1 - 6) and not the subtasks? With the page limitation, breaking this out by subtask could prove challenging.

A88: Identify level of effort by percentage for each task (1-6) in the SOW.

Q89: Can you tell me how to determine if our proposed project is in a Geographically-Targeted Economic Development Area and/or Enterprise Zone?

A89: Information on Target Area Contract Preference Act (TACPA) or the Enterprise Zone Act (EZA) can be found by using the links on page 23 of the RFP or by calling the TACPA/EZA/LAMBRA Preference Program Group at (916) 375-4609.

Q90: Can you provide me a list of California's Geographically-Targeted Economic Development Areas and/or Enterprise Zones?

A90: For Target Areas, obtain the census tract and block number from the local city or county of the site. Verify that the Census Tract and Block number is for a TACPA site by calling the DGS, Procurement Division preference line at (916) 375-4609. Information about Enterprise Zones can be found at:

http://www.hcd.ca.gov/fa/ez/EZoverview.html